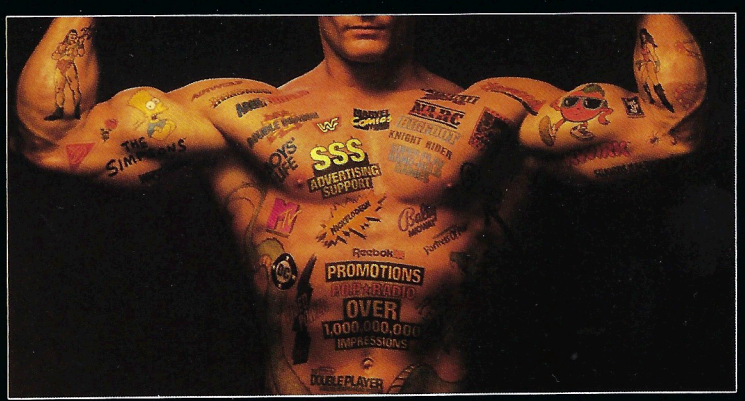
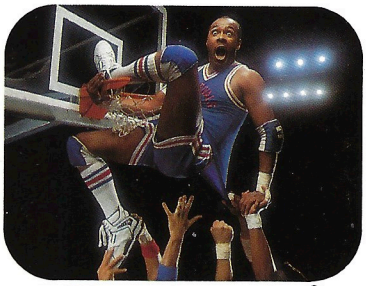
1990 ADVERTISING AND SALES PROMOTION SCHEDULE



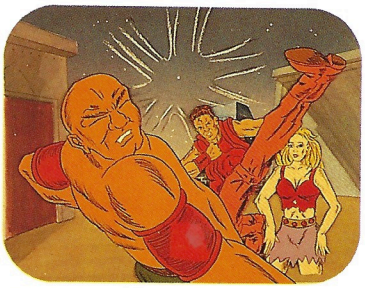
Acclaim™
entertainment, inc.
Masters of the Game™



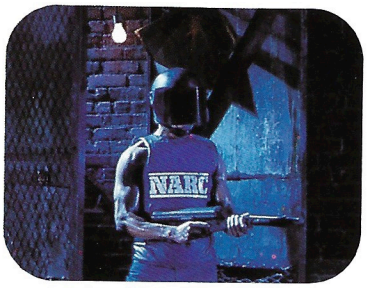
ARCH RIVALS®

SWORDS AND SERPENTS™

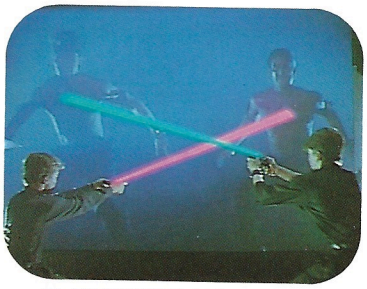
IRONSWORD™



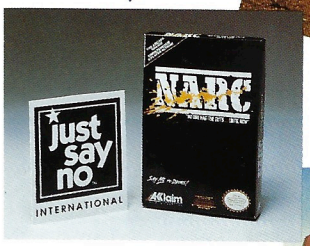
DOUBLE DRAGON II™

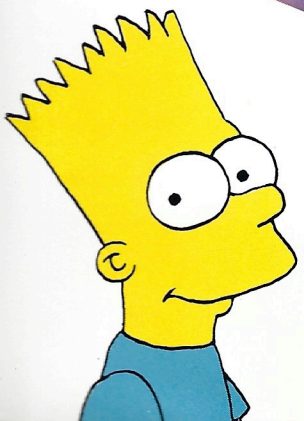


NARC®



DOUBLE PLAYER™





VIDEO POWER™

GAME TITLES	TELEVISION	PRINT & RADIO	PROMOTIONS & PUBLIC RELATIONS
DOUBLE DRAGON II: THE REVENGE™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	Jell-O Pudding Pops promotion NWC national tour "Get Your Revenge" competitions
IRONSWORD™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's "Video Power"	National print "Teen Machine" mag. Wizards & Warriors Scholastic books	NWC national tour Kuros in-store & NWC appearances
BIGFOOT®	Nat'l syndicated Bigfoot events "Video Power"	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	Bigfoot truck sponsorship Major stadium prizes & giveaways
NARC®	Spot TV top mkts National cable TV Nat'l synd. :10 ID's "Video Power"	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	"Just Say No" sponsorship & special fund raising events
SWORDS & SERPENTS™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	Special marketing promotions Game designer media tour NWC national tour
TOTAL RECALL™	Featured in 900# phone/TV spots	Movie tie-in radio promotions in all top markets	In-theater "standee" display Nintendo Power Schwarzenegger contest
WRESTLEMANIA® CHALLENGE™	Spot and cable TV TBA Nat'l synd. :10 ID's	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	WWF on-air promotions In-store wrestler appearances WrestleMania VII contest
ARCH RIVALS®	Spot TV top mkts National cable TV Nat'l synd. :10 ID's "Video Power"	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	British Knights sportswear tie-in Fan appreciation day contests Arcade game giveaways
THE SIMPSONS™	AYE CARAMBA!	WHOA MAMA!	Major package goods promotions (Don't have a cow, man!)
DOUBLE PLAYER™	Spot TV top mkts National cable TV Nat'l synd. :10 ID's	National print Nat'l radio contest	World of Nintendo P.O.P.
GAME BOY™	Nat'l synd. :10 ID's "Video Power"	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	NWC national tour National merchandising
SUPERPLAY™ HAND-HELDS	Nat'l synd. :10 ID's "Video Power"	National print 100 mkt radio promo Acclaim "Masters of the Game" magazine	P.O.P. merchandising

Above plans subject to change without notice.

Tonight, don't just play on NES.
LIVE IT!
You've played video games. Now become the game as you and your friends turn into heroic adventurers, exploring a deadly underground dungeon.
Your mission: to slay the deadly serpent threatening your village.
How will you meet the challenge? Choose the character you wish to become: a warrior, a thief, sorceress or a magician.
zapping flash of doom to your foes.
Your immediate goal: Gain power through your search for the Ruby Warrior and his powerful objects hidden throughout the dungeons. But, remember, with each step—Are you man (or woman) enough to challenge the deadly serpent, coiling and ready to strike?
Prepare for Swords & Serpents.™
No video game has ever gone
Become the ultimate warrio
in the ultimate war.
IRONSWORD
WIZARDS & WARRIORS II
The evil Wizard Malkil is back
And his fury rages out
of control in the form
of four sinister elemen-
tals: Earth, Wind, Fire
and Water. All forces, the
Knight warrior, you track them in their
dark domains... pur-
sued by armies of
vile creatures. To
emerge victorious,
assemble the shat-
tered IronSword. And face what
no one has faced before!
SWORDS & SERPENTS
ARCH RIVALS.
IT'S A REAL BASKETBRAWL!
DRAGON
SLAYING!
GAME BOY ACTION
A-MAZE-ING!
Fortress Of Fear
KWIRK
THE A-MAZE-ING
SUPERSTAR!
Join Kwirk™ the clever mazemaster.
Put on your shades, get your thinker in
gear, and help the a-mazing Kwirk
solve his way through hundreds
of tricky predicaments.
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Masters of the Game
They stole your mind. Now get it back.
GET READY FOR THE RIDE OF YOUR LIFE.
SCHWARZENEGGER
TOTAL RECALL
TOTAL RECALL
Acclaim
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Masters of the Game
ARCH RIVALS
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entertainment inc.
Masters of the Game
Nintendo
NARC
THE ARCADE SMASH! SIXULTANEOUS 2-PLAYER ACTION!
"NO ONE HAD THE GUTS... UNTIL NOW"
NARC
You are Max Force... your mission... bust Mr. Big
destroy the dreaded K.A.O. syndicate... seize
contraband, stolen money, illegal weapons,
rocket bombs, high-powered machine
apprehend all suspects... protect the innocent
punish the guilty... stop at nothing!
Acclaim
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Masters of the Game
Happy Holidays to One and All!
BOYS' LIFE
NINTENDO POWER
ELECTRONIC GAMING MONTHLY
GAMES GALORE!
VideoGames & Computer Entertainment
ARNOLD
TOTAL RECALL
Player's Strategy Guide to NINTENDO GAMES
DOUBLE DRAGON
ATARI'S LYNX
the mighty THOR
FIRESTORM
Player's SPORTSKIDS
DAVE STEWART
AS SEEN IN...

REAL POWER.

What's the secret behind Acclaim's marketing and distribution muscle? No secret. Just a winning combination of blockbuster licenses, home versions of top arcade smashes, superior game play and national TV and print advertising (over one billion impressions strong). Add this to original TV programming, high impact packaging, tie-in promotions, and P.O.P. with America's top marketers, and the result is the best selling NES® and Game Boy™ software, peripherals and hand-helds anywhere.

Acclaim gives you the power to be the "Masters of the Game."

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Masters of the Game™

Acclaim Europe
Friedrichstrasse 9
8000 Munich 40
West Germany
PHONE: (0)89-339516
FAX: (0)89-332030

For more information contact:
Acclaim Sales & Distribution
71 Audrey Avenue,
Oyster Bay, NY 11771
PHONE: (516) 922-2400
FAX: (516) 922-7035

Acclaim Japan, Ltd.
8F Meijiseimei-Kamata
Higashi Bldg. 5-28-4
Kamata, Ohta-Ku
Tokyo, Japan 144
PHONE: 813 730-9744
FAX: 813 730-9701

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